



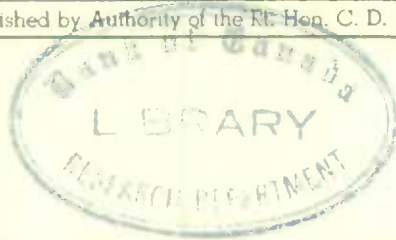
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## CHAIN STORE SALES AND STOCKS FEBRUARY 1950

Women's Clothing and food store chains reported substantial sales increases of 15% and 13% respectively in February 1950 compared with February 1949. Food chains achieved this large increase with 15 fewer stores, so that sales per store were actually 14.6% greater than in February last year. On the other hand, the women's clothing chain increase of 15% was obtained with 22 additional stores and the increase in sales per store was very slight. February sales for the other four trades included in this bulletin were lower in each case, the largest decrease being 15% for hardware stores.

Stocks of food store chains remained below last year's level being lower on February 1st than on the same date last year. The decrease in number of stores must be taken into account. A 3% increase in stocks of women's clothing stores was moderate in view of the increase in the number of outlets. Shoe store stocks were up 12%, continuing the trend of the past several months, while variety store stocks were unchanged from February a year ago.

An accompanying table shows estimated sales and stocks in thousands of dollars for each trade. A second table contains stock/sales ratios and stock turnover rates. The number of stores operated by the sample firms which supplied figures used in preparing these estimates is summarized in a third table.

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Prepared in Merchandising and Services Section.

Table 1.-- Sales and Stocks, February 1950

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Six Trades

(In Thousands of Dollars)

Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	Feb. 1950/1949	
	\$	\$	\$	\$	Sales %	Stocks %
Grocery Stores .....	32,279	32,483	36,388	29,591	+12.7	- 8.9
Women's Clothing Stores.	1,867	5,240	2,139	5,418	+14.6	+ 3.4
Shoe Stores .....	1,527	13,111	1,398	14,697	- 6.4	+12.1
Hardware Stores .....	671	2,680	570	2,786	-15.1	+ 3.9
Drug Stores .....	2,179	7,276	2,137	7,890	- 1.9	+ 8.4
Variety Stores .....	7,826	29,517	7,804	29,495	- 0.3	- 0.1

Table 2.--Sales/Stocks Relationships, February 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	Feb. 1949	Feb. 1950	
Grocery Stores .....	1.0	0.8	15.1
Women's Clothing Stores	2.8	2.5	6.7
Shoe Stores .....	8.6	10.5	2.2
Hardware Stores .....	4.0	4.9	3.7
Drug Stores .....	3.3	3.7	3.5
Variety Stores .....	3.3	3.8	4.9

Stock/Sales Ratios--are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

Stock Turnover Rates--are obtained by dividing Sales in the 12 months ending with the report month by Stocks at Selling Value at the beginning of the report month.

Table 3.--Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	February 1949	February 1950
Grocery Stores .....	787	772
Women's Clothing Stores .....	247	269
Shoe Stores .....	462	466
Hardware Stores .....	38	37
Drug Stores .....	248	249
Variety Stores .....	483	491